



SACRAMENTO - SAN JOAQUIN

DELTA CONSERVANCY

A California State Agency

Three-Year Work Plan 2014-2017 and Implementation Plan 2013-2014

February 14, 2014

Table of Contents

Executive Summary3

Introduction4

Economic Development Program.....5

Environmental Restoration Program14

Education and Outreach Program.....20

Emerging Projects26

Appendix A:
List of Strategic Plan Goals and Objectives in this Report27

Appendix B:
List of Delta Plan Policies and Recommendations in this Report29

Edmund G. Brown Jr.
Governor

John Laird
Secretary for California Natural Resources Agency

Campbell Ingram
Executive Officer
Sacramento-San Joaquin Delta Conservancy

This Five Year Implementation Plan was prepared for the Sacramento-San Joaquin Delta Conservancy Board under the direction of:

Shakoora Azimi-Gaylon Assistant Executive Officer

In collaboration with:

Nancy Ullrey Program Lead/Program Manager 1

Amanda Bohl Associate Governmental Program Analyst

Kristal Davis Fadtker..... Senior Environmental Scientist (Specialist)

Susan Roberts Associate Governmental Program Analyst

With assistance from:

Rhonda Hoover-Flores Executive Assistant

Kathryn Kynett Environmental Scientist

EXECUTIVE SUMMARY

This report provides a snapshot of the efforts that the Conservancy will pursue over the next three years. The primary challenge in completing this work continues to be developing stable and sufficient funding; additional staff will be needed in the next five years as well. Current program funding comes primarily through State and federal government or private foundation grants; approximately \$1.6 million in grants were secured to work on projects over the next three years. The Conservancy identified approximately \$7.9 million in needed funding to conduct the projects listed in this report over the three year time frame. This amount likely will increase over the next five years.

The projects listed in this document meet the five criteria established in the 2012 Strategic Plan:

- Balance: *"The Conservancy will develop and implement its program through a balanced approach to distribute costs and benefits between its co-equal responsibilities consistent with its priorities."* (Strategic Plan, page 30)
- Multiple Benefits: projects strive to provide multiple benefits across priorities and objectives.
- Ecosystem Restoration and Economic Development Models: these projects encourage, as appropriate, the use of existing and new models to support decision making.
- Mitigation of Impacts: the Conservancy is sensitive to potential direct or indirect impacts of proposed projects.
- Climate Change: the Conservancy's climate change policy, adopted by the Board, serves as an important touchstone for decision-making.

Program highlights include:

- Delta Branding and Marketing: the Conservancy secured a federal Economic Development Administration grant of \$197,500 to assist in developing a Delta regional marketing plan, create an infrastructure to manage the Delta's marketing needs over the long-term, and to start the marketing campaign.
- Arundo Control and Restoration Program: the Conservancy secured a \$1 million grant for Phase 1 of Delta Arundo control and habitat restoration. Phase 1 focuses on mapping areas of Arundo infestation and prioritizing Arundo eradication sites, coordinating with other Arundo eradication efforts, and carrying out the Cache Slough Complex pilot project.
- Delta Dialogues: the Conservancy secured grants for \$250,000, one-third of the projected costs for this intensive effort to develop shared understanding of accurate information and interests in the Delta. Efforts to raise the additional funding continue. Participants are working together to develop a "Plan B" if the BDCP is not certified.
- The Delta Restoration Network published a Draft Delta Restoration Framework. The draft framework proposes a vision of the technical capabilities and institutional arrangements needed to support a scientifically credible, stakeholder trusted, cost-efficient, and co-equal goal-relevant program for restoration success in the Delta and Suisun Marsh. The Delta Restoration Network, coordinated by the Conservancy, is a voluntary affiliation of agency and stakeholder representatives interested in promoting and coordinating habitat restoration.

INTRODUCTION

The 2012 Strategic Plan identified four potential roles for the Conservancy in the ensuing years. At the time the Strategic Plan was written, the Conservancy was in the “Entrepreneur” role; under this role the Conservancy had low funding and few plans were completed. During 2013 the Conservancy moved into the “Broker” role because while funding remained low, most of the plans with which the Conservancy’s Strategic Plan must be consistent were completed except the Bay-Delta Conservation Plan (BDCP) that is nearing completion. Appendices A and B list the Strategic Plan and Delta Plan recommendations that are addressed by projects in this work plan.

Under the Broker scenario “the Delta Plan and BDCP would be in effect and would create a situation in which, over time, large amounts of restoration occur in the Delta under the financial sponsorship of other entities. While the Conservancy would still pursue its objective of defining its own restoration criteria while respecting those established by other restoration agencies and programs, the relative emphasis on strategies in this plan might change. For example, identifying mechanisms to resolve conflicts between Delta Plan restoration policies and local HCPs (Strategy 3.1.2) and establishing written criteria for Conservancy participation in Delta ecosystem restoration projects (Strategy 3.3.1) would be relatively more important in this scenario. Restoration activities resulting from project mitigation (Strategy 3.3.2), as opposed to sponsorship by bond funds or other direct funding sources, would become a relatively more important part of the Conservancy’s portfolio.

“As in the previous scenario, the Conservancy would retain wide latitude to strategize and implement economic enhancement activities, provided that they can be financed.” (Strategic Plan, page 58)

Project information is presented under the Conservancy’s three main program areas: Economic Development, Ecosystem Restoration, and Education and Outreach.



The Delta Dialogues, a stakeholder initiative coordinated by the Conservancy, meets to discuss options and challenges presented by current and proposed Delta planning efforts.

ECONOMIC DEVELOPMENT PROGRAM

Background. Created in 2009 as part of the Delta Reform Act, the Sacramento-San Joaquin Delta Conservancy's mission is to work collaboratively and in coordination with local communities to lead efforts to protect, enhance, and restore the Delta's economy, agriculture and working landscapes, and environment, for the benefit of the Delta region, its local communities, and the citizens of California. In June 2012, the Sacramento-San Joaquin Delta Conservancy released its first strategic plan that was informed by extensive outreach which included more than 10 public meetings.

Purpose. This five-year plan guides the Delta Conservancy's economic development activities to ensure that all activities are consistent with the Conservancy's Strategic Plan and the Delta Plan. Dedicated economic development staff was hired in fall 2012. Since that time, Conservancy staff has been exploring a number of initiatives via stakeholder discussions, research, coordination, and collaboration. This plan reflects the Conservancy's minimum needs and activities for the next five years, in absence of a water bond providing programmatic funding to the Conservancy.

Strategic Directions. The Conservancy's economic development initiatives and projects are based on the Strategic Plan's goals and objectives. The table below indicates which Conservancy Strategic Plan goals and objectives and Delta Plan policies or recommendations are met by Economic Development projects. A list of Conservancy Strategic Plan goals and objectives and Delta Plan policies and recommendations addressed in this work plan are in Appendix A and Appendix B, respectively.

Applicability to the Conservancy's Strategic Plan and the Delta Plan																			
Project	Conservancy Strategic Plan Objectives								Delta Plan Policies or Recommendations										
	1.1	1.2	1.5	2.1	2.2	3.5	3.6	3.7	DP R1	DP R5	DP R8	DP R9	DP R10	DP R11	DP R12	DP R13	DP R14	DP R16	DP R17
Branding	X			X					X		X								X
Assessing Tourism Impact					X							X		X	X	X	X	X	
Sustainable Agricultural Enhancement																			
Agri-tourism Support		X										X							
Farm-to-School		X										X							
Agriculture Research and Infrastructure		X								X	X								
Farmbudsman		X									X	X	X						
Recreation and Tourism																			
Delta Trails	X			X										X	X	X	X	X	
McCormack-Williamson Recreation Plan				X		X		X						X	X	X	X	X	
Recreation Survey				X										X	X	X	X	X	
NHA	X								X										

Projects and Activities

The Conservancy's vision is a vibrant and multi-faceted Delta economy and an economic development program that is responsive to the needs of the Delta Community. The Conservancy's Economic Development program identified a few key initiatives. A number of specific projects were selected for the Conservancy's efforts over the next five years. Some of these projects will be pursued using current staffing levels. Other projects may require additional staff or the hiring of a consultant. Each project includes a brief introduction and specific information regarding short- and long-term staffing and funding needs, as well as relevancy to the Delta Plan, the Conservancy's strategic plan, and other applicable planning efforts.

Delta Branding and Marketing

The Delta Protection Commission's (DPC) Economic Sustainability Plan (ESP) states, "A significant operational constraint for future growth in recreation demand is that there currently exists no Delta brand, overall marketing strategy, or significant-scale focal point area. An existing organization should be designated as a Delta recreation and tourism marketing and economic development facilitator." The ESP also discusses how increasing programming, special events, festivals, and marketing could significantly increase visitation and recreation use Delta-wide. Specifically, "linking the vitality and tourist appeal within Legacy Communities would boost overall Delta recreation and attract a new segment of visitors. Joint marketing of events in these communities tied to farm trail, wine trail, and boat trail tourism would be a further means of increasing visitation, visitor spending, and economic activity. These steps, adjunct to traditional Delta recreation enhancements, would boost the identity of the Delta as a destination with multiple attractions and enhance Delta branding and recognition."

The Delta branding and marketing process will allow the community to strategically increase the Delta's use as a tourist destination while keeping an eye on the potential negative effects of tourism and mitigating these impacts.

Branding and Marketing

Project Description: Through its strategic planning process, the Conservancy heard from residents and businesses about the need for a Delta brand. Observing the success of nearby Napa Valley's branding efforts—and building on the ESP's findings and the Conservancy public meetings—marketing experts will work collaboratively with the Delta community to help the region define a larger Delta vision and related marketing tools. The Delta Branding and Marketing project will improve the Delta's visibility (1) to help its economy and (2) promote the Delta's agricultural and recreational significance, including boating, fishing, hunting, eco-tourism, wine tours, historic tourism, and others. Developing a Delta brand and subsequent marketing plan (using the newly-designed Delta brand) will provide local businesses and governments with a professionally researched and developed tool for promotion. The goal of this project is to create a Delta brand and marketing plan (building on the themes developed in the proposed Delta National Heritage Area (NHA)); create an infrastructure to manage the Delta's marketing needs long term; and implement the marketing campaign. Integral to this effort is establishing a marketing team with representatives from Delta interests. ED-Table 1, outlines specific project elements. Current staffing levels are sufficient for this project, however consultants will be hired to carry out many of the project elements. Funding needs of \$300,000 for this project have been met by the Delta Protection Commission and a \$197,500 grant from the federal Economic Development Administration.

Connection to Conservancy Strategic Plan: Objectives 1.1 and 2.1 focus on collaboration and economic enhancement proposals, respectively. The Conservancy is collaborating with DPC, local chambers, and businesses. This project will enhance the local economy by promoting the Delta as a destination.

Connection to Delta Plan: Delta Plan Recommendation 1, 8¹ and 17 address value-added crop processing, the establishment of a Delta NHA, and the enhancement of opportunities for visitor serving businesses. Branding and marketing will provide value-added producers with more tools for promotion and increase visitors and potential visitors' awareness of local businesses.

Connection to Other Plans: The ESP proposes branding and marketing as a necessary and high priority economic tool. State Parks' *Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh* recommends building a Delta brand, stating on page 7, for "...products, events, and tourism facilities. Improve the capacity of regional agencies to lead and coordinate cooperative efforts to provide a voice for recreation and tourism and raise funds for regional efforts." The Delta Reform Act of 2009 charges the DPC with developing the NHA (this legislation also required the development of the ESP); the resulting Delta NHA Feasibility Study describes a mission that includes, "recognition, enhancement and promotion of 'Delta as Place'".

¹ Delta Plan recommendations mentioned in this work plan are listed in Appendix B. Throughout the work plan, Delta Plan recommendations will be listed as DP R(number).

ED-Table 1: Delta Branding and Marketing

Project Elements (Planning Steps)	Timeline
Develop Delta brand	FY 13-14
Create Marketing Team	FY 13-14
Develop marketing plan	FY 13-14
Develop infrastructure for long-term marketing management	FY 13-14 and beyond
Implement marketing plan	FY 14-15 and beyond
Funding needs: \$300,000; this amount has been met by the DPC and a federal grant	
<i>FY 13-14 Implementation: Partnering with the DPC, a marketing consultant was hired to coordinate a six-month branding effort that also supports the proposed Delta NHA and Delta Trail. The Economic Development Administration granted the Conservancy funds to develop the marketing plan and create the Delta Marketing Team and begin creating a marketing infrastructure in equal partnership with the DPC. Performance Measures: Brand, Delta Marketing team, marketing plan.</i>	

Assessing Impact of Increased Tourism Usage in the Delta

Project Description: As the Delta Branding and Marketing project moves forward, the Delta increasingly will be seen as a tourist destination. Residents’ concerns likely will increase about the potential for crime to proliferate in the area as a result. Delta residents are particularly concerned about trespassing, illegal dumping, vandalism, increased liability as a result of trespassing, and theft. Concerns regarding the negative impacts of tourism have been heard at Delta branding workshops, Delta Trail outreach meetings and Delta NHA public meetings. The goal of this project is to help to mitigate the impacts of increased tourism on Delta residents and farmers. The Delta Marketing Team – created as part of the Delta Branding and Marketing Project – will address this concern. ED-Table 2 outlines specific project elements. Current staff levels are sufficient for this task.

Connection to Conservancy Strategic Plan: Objective 2.2 directly addresses this project by requiring the Conservancy to, “Investigate mechanisms for mitigating impacts to agriculture from projects that enhance recreation and tourism or habitat restoration.” The Conservancy will be working with Delta farmers to identify best practices for mitigating impacts.

Connection to Delta Plan: Multiple Delta Plan recommendations address the nexus of recreation, tourism, and farming, including DP R9, DP R11, DP R12, DP R13, DP R14, and DP R16. Specific recommendations range from agri-tourism to wildlife friendly farming to state recreation areas. This project addresses each of these recommendations by requiring a broad look at the affects of increased tourism on agriculture.

Connection to Other Plans: The ESP identifies this issue, stating on page 160, “Another serious and common problem is trespass on private property. Frequently, trespass violations stem from recreationists’ misunderstanding of what property is public and what is private. Clear signage, however, does not deter some who desire to use a specific area.” Chapter 10 of the NHA Feasibility Study discusses concerns that had been brought up by private property owners regarding increased tourism in the Delta, and approaches to address these concerns. Additionally, Chapter 4 of the Delta Trail Blueprint for Contra Costa and Solano Counties discusses challenges and potential solutions.

ED-Table 2: Recreation and Tourism

Project Elements (Planning Steps)	Timeline
Engage Delta Marketing Team to explore next steps	FY 13-14
Develop recommendations based on next steps	FY 13-14
Develop strategy for moving forward	FY 13-14
Funding needs: Existing staff resources are sufficient for this project	
<i>13-14 Implementation Plan: Building on research conducted by Executive Fellows in 2012, the Conservancy will engage the Delta Marketing Team to identify the next steps. Performance Measures: list of Delta Marketing Team members; meeting notes; recommendations; strategy for moving forward.</i>	

Sustainable Agricultural Enhancement

Approximately 500,000 acres of highly productive agricultural lands provide the economic base and primary land use in the Delta. Agriculture encompasses livestock; specialty crops such as asparagus, pears, and wine grapes; and various table vegetables and feed crops. Agriculture is by far the largest portion of a \$3 billion Delta regional economy that also includes recreation and tourism. In terms of economic development, protecting and preserving agricultural lands could take many forms. The Conservancy envisions a sustainable and supported agricultural sector. A number of projects fall into this category, ranging from better understanding and supporting agricultural infrastructure to farm-to-school to agri-tourism support to developing a Farmbudsman position. The Conservancy is addressing its mandate to protect and preserve agricultural lands from multiple perspectives and collaboratively working with the agricultural community to develop needed programs. The projects that the Conservancy has identified are based on research from the ESP, the Conservancy's strategic planning process, and numerous meetings with Delta agricultural stakeholders and residents.

Expanding Local Food Markets. A local food movement has established roots in the Sacramento region. The nearly year-long growing season, the sizable population base, and the growing interest amongst restaurants and schools to source food locally demonstrates an increased interest in fostering local food sources. Valley Vision supports the Food System Collaborative, a coalition of public, private, and nonprofit stakeholders working to inform and influence policy initiatives relevant to the regional food system in the six-county Capital Region. Given the land and water resources in the Delta and its proximity to Sacramento and the Bay Area, the region has the potential to provide fresh, local, and seasonal produce to restaurants, schools, homes, and institutions (hospitals, schools, and correctional facilities).

The Conservancy has identified two projects for expanding the market for local foods:

Agri-Tourism Support

Project Description: The ESP notes that, "*there has been significant interest in alternative forms of agriculture in the Delta, as well as new approaches to increase agricultural revenue.*" One of these ideas is agri-tourism. Growers in two distinct areas of the Delta have made significant strides in promoting their farms via agri-tourism. The Brentwood Farm Trail in the southern Delta is the furthest along with more than 40 growers. Sacramento River Delta Grown in the North Delta boasts 17 members. The Discover the Delta Foundation also has been active in promoting local farmers through their farm stand and planned educational center. Agri-tourism is a program that can benefit from branding and will be included in the marketing plan. The goal of this project is to increase the effectiveness of agri-tourism organizations by providing staff support in the form of college interns and volunteers. ED-Table 3 outlines specific project elements. Current staff levels are sufficient to help locate and connect these two groups with interns. The program anticipates a .25 Personnel Year (PY) would be needed to grow the program.

Connection to Conservancy Strategic Plan: Objective 1.2 recommends Delta agricultural enhancement efforts. This project will support and strengthen current efforts by providing support to organizations that are currently managed by volunteers.

Connection to Delta Plan: DP R9 encourages agri-tourism by calling on local and state government to support agri-tourism. This project supports agri-tourism by strengthening agri-tourism organizations and assisting in their ability to promote themselves and encourage visitors.

Connection to Other Plans: As noted above, the ESP identified a growing interest in agri-tourism and stresses the importance of agriculture in the Delta in general. The Delta NHA Feasibility Study also includes a goal to promote agri-tourism, particularly in support of one of the five proposed Delta NHA themes: "The Delta, California's cornucopia, is amongst the most fertile agricultural regions in the world."

ED-Table 3: Agri-Tourism Support

Project Elements (Planning Steps)	Timeline
Identify needs and interests	FY 13-14
Develop intern program	FY 13-14
Obtain initial interns	FY 13-14
Funding needs: .25 PY in years beyond FY 13-14	
<i>FY 13-14 Implementation: The Conservancy is in discussions with the referenced farm organizations to develop an on-going intern program to support agri-tourism efforts. Performance Measures: scope of work, MOU with agri-tourism organizations, advertisement for interns.</i>	

Farm-to-School

Project Description: The River Delta Unified School District sits in the heart of the Delta. The school district is surrounded by a wealth of local food products. Many local farms growing specialty crops are found within a short distance from Delta Unified schools. Delta Unified serves 2000 students and 61 percent of these students receive free and subsidized lunches. The district serves 430 breakfasts and 1,030 lunches each day. These children will be the direct beneficiaries of a farm-to-school program, as will the farmers that supply the schools. The goal of this project is to increase the local market for Delta produce. ED-Table 4 outlines specific project elements. In the short-term, existing staffing levels are sufficient. To expand into a larger program, a .5 PY position is needed.

Connection to Conservancy Strategic Plan: Objective 1.2 discusses enhancing Delta agriculture. Farm-to-School will open up a new market for local farmers and promotes the purchase of Delta produce.

Connection to Delta Plan: DP R9 encourages agri-tourism. Farm-to-school will increase and open new and local markets to Delta farmers and will provide growers with a new and local audience for agri-tourism activities (farm visits, farm stands, value-added products, etc.).

Connection to Other Plans: The ESP promotes understanding the Delta as a place. Connecting kids and families to local food will help to increase residents' understanding of the Delta as a place.

ED-Table 4: Farm-to-School

Project Elements (Planning Steps)	Timeline
Seek funding for program	FY 13-14
Coordinate with RDUSD	FY 13-14
Partner with farmers	FY 13-14
Develop pilot project	FY 13-14
Implement pilot project	FY 14-15
Funding needs: .5 PY	
<i>FY 13-14 Implementation Plan: The Conservancy is in talks with River Delta Unified School District and local farmers to expand the availability of local produce in Delta schools. The Conservancy applied for a USDA grant in spring 2013 (FY 12-13) and is meeting with farmers and the RDUSD to develop a pilot project. Performance Measures: grant application and outline of pilot project.</i>	

Agriculture Research and Infrastructure

Project Description: Growers need a solid infrastructure to produce their crops and to get their products to market. Roads to distributors and processors, farm stand regulations, specialty crop aggregation options, cost sharing scenarios, and other factors need to be better understood in the Delta. The Sacramento Area Council of Government's (SACOG) Rural Urban Connections Strategy (RUCS) has been working to answer questions related to stimulating economic development and expanding market opportunities in rural communities around the six-county SACOG region. Regional stakeholder outreach revealed that a major impediment to expansion in the agricultural sector is a lack of infrastructure.

A number of other tools also exist to help explore different mechanisms for more accurately quantifying the value and needs of Delta agriculture. Potential tools include: tipping point analysis; Rural Urban Connections Strategy (RUCS); IMPLAN (economic impact analysis); or National Agricultural Land

Evaluation Site Assessment (LESA). The Conservancy will work with the agricultural community to identify the type of information needed and the best tools for gathering this information.

The goal of this project is to complete an infrastructure analysis of the Delta to understand the long-term agricultural needs and the impacts of BDCP on agricultural infrastructure. The Conservancy considers this to be foundational research that will assist the Conservancy and other agencies in understanding how to invest effectively in the future. ED-Table 5 outlines specific project elements. Current staffing levels are sufficient for planning efforts. A consultant will be needed to conduct the study, which is estimated to cost \$500,000.

Connection to Conservancy Strategic Plan: Objective 1.2 directs the Conservancy to assist in enhancing Delta agriculture. This project will provide the region with a clear picture of the infrastructure currently in place and needed improvements and additions and the ability to strategically invest resources to the greatest effect.

Connection to Delta Plan: DP R5 recommends providing adequate infrastructure “to meet needs of development consistent with sustainable community strategies, local plans, and the DPC’s *Land Use and Resource Management Plan for the Primary Zone of the Delta*.” Understanding the state of infrastructure is integral to meeting this recommendation. DP R8 addresses value-added processing. Research and Infrastructure promotes value-added crop processes by providing a fuller understanding of the agricultural infrastructure needed to support value-added processing.

Connection to Other Plans: The ESP notes that the total economic impact of Delta agriculture is \$1.059 billion in value-added products and nearly \$2.647 billion in economic output in the five Delta counties. To fully understand the impacts of the BDCP on Delta agriculture, a clearer picture is needed of the current status of agricultural infrastructure.

ED-Table 5: Research and Infrastructure

Project Elements (Planning Steps)	Timeline
Draft white paper outlining issue and research tools	FY 13-14
Identify advisory group to review paper and next steps	FY 13-14
Fund infrastructure study	FY 13-14
Conduct infrastructure analysis	FY 14-15
Funding needs: \$500,000 to conduct the study	
<i>FY 13-14 Implementation: The Conservancy is exploring ways to understand and improve agricultural infrastructure in the Delta. A white paper to share and gather feedback is being written. A project scope will be based on that document and subsequent conversations. Potential funding sources will be identified and pursued. Performance Measures: white paper, project scope, funding.</i>	

Farm Ombudsman

Project Description: Navigating the multiple county, state, and federal regulations and permitting processes in the Delta can be confusing. The Conservancy is interested in exploring how to assist farmers in navigating these layers as well as any potential changes from the Delta Plan or the BDCP. Yolo and Solano counties recently partnered to fund a Farmbudsman position. Both Sonoma and Marin counties have agricultural ombudsmen as well and San Mateo County is starting a program. A Farmbudsman could work with growers to provide assistance on technical, regulatory, and governmental processes and issues; coordinate with local government to research and assess economic and growth needs; serve as a liaison and technical advisor to public agencies; and establish and maintain working relationships with all agriculture-related stakeholders. The goal of this project is to hire a Delta-wide Farmbudsman. Various funding and logistical situations exist for coordinating this type of position. The Conservancy will collaborate with stakeholders to determine the best way to manage and fund this position. ED-Table 6 outlines specific project elements. Current staff levels are sufficient for the development of the program. One PY is anticipated for the Farmbudsman position and \$50,000 is needed for program support.

Connection to Conservancy Strategic Plan: Objective 1.2 directs the Conservancy to assist in enhancing Delta agriculture. A Farmbudsman position addresses this objective by collaborating with growers,

county planning agencies, UC Cooperative Extension, and others to provide growers with the support they need in growing and enhancing their operations.

Connection to Delta Plan: DP R8, DP R9, and DP R10 recommend promoting value-added crop processing, agri-tourism, and wildlife-friendly farming, respectively. A Farmbudsman promotes value-added crop processing by (1) providing growers with a resource when questions arise on how to establish or increase value-added products or engage in wildlife-friendly farming; and (2) encouraging agri-tourism by assisting growers in navigating how to participate in agri-tourism efforts.

Connection to Other Plans: The ESP notes the impacts of land use regulatory changes on Delta agriculture. A Farmbudsman could help growers understand and navigate these impacts.

ED-Table 6: Farmbudsman

Project Elements (Planning Steps)	Timeline
Develop program	FY 13-14
Develop position	FY 13-14
Identify funding	FY 13-14
Hire Ombudsman	FY 13-14 and beyond
Evaluate Program	FY 14-15
Funding needs: 1.0 PY, and \$50,000 for program support	
<p><i>FY 13-14 Implementation Plan: The Conservancy is meeting with key stakeholders (Agricultural Commissioners, Farm Bureau, RCDs, County Supervisors, etc.) to understand the need for such support, develop a scope of work, and determine funding needs and sources. The Conservancy is also applying for a 2014 CDFA Specialty Crop Block Grant to support a 3-year pilot project. Performance Measures: White paper, scope of work, grant application, and funding.</i></p>	

Working Landscapes

Please see the description in the Ecosystem Restoration Program section under *Habitat Enhancement of Working Landscapes*.

Recreation and Tourism

The ESP states, “Recreation is an integral part of the Delta, complementing its multiple resources and contributing to the economic vitality of the region. Residents of nearby areas visit virtually every day, generating a total of roughly 12 million visitor days of use annually and a direct economic impact of more than a quarter of a billion dollars in spending.” The Delta offers diverse recreational opportunities from wildlife viewing to boating to wine tasting, and many others. According to the ESP, a number of changes and trends could affect present recreation use and demand over the coming decades. The Conservancy intends to play a strong role in helping to mitigate the effects of these changes and strengthen the recreation and tourism sector.

Recreation and tourism represent a major component of Delta branding and marketing. Visits to recreation and tourist sites and activities will increase as the Delta is promoted and increasingly seen as a destination. With that said, these projects also represent stand-alone opportunities to provide individual value to the Delta community.

Delta Trails

Project Description: Led by the DPC, the Great Delta Trail is the result of Senate Bill 1556 (Torlakson), enacted in 2006, that mandates the DPC to adopt a plan and implement a program for a continuous recreational trail network through all five Delta counties. The plan is to link the San Francisco Bay Trail system to the planned Sacramento River trails in Yolo and Sacramento counties. In 2010, the DPC completed the Delta Trail Blueprinting Report for contra Costa and Solano Counties (Western Region), and in 2013, the DPC initiated work on a Blueprint Report for the eastern region of the Delta, to include Sacramento, Yolo, and San Joaquin counties. The Great Delta Trail can also benefit from the Delta branding and marketing initiative. The goal of this project is to assist in creating the Great Delta Trail. ED-Table 7 outlines specific project elements. Current staffing levels are sufficient for this task.

Connection to Conservancy Strategic Plan: Objectives 1.1 and 2.1 directs collaboration and coordination with other Delta interests on economic development, tourism, and recreation projects. The development of a trail system will require partnerships, support, and coordination. Strategy 2.1.3 states, “Collaborate with the Delta Protection Commission-led effort to establish the Delta Trail and identify specific business opportunities for Delta landowners related to it.”

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 discuss recreational opportunities, partnerships, State recreation areas, nature-based recreation, and recreation on public lands. Completion of the Delta Trail will require cooperation amongst landowners, agencies, and Delta residents and will traverse State-owned and managed lands.

Connection to Other Plans: The ESP discusses the value of recreation to the Delta economy and the potential for increased opportunities with the development of the Delta Trail.

ED-Table 7: Delta Trails

Project Elements (Planning Steps)	Timeline
Support and coordinate with DPC	FY 13-14 and beyond
Identify specific projects for the Conservancy	FY 13-14 and beyond
Funding needs: Existing resources are sufficient for this task	
<i>FY 13-14 Implementation Plan: The Conservancy will participate in Delta Trails meetings; review Delta Trail plans; and investigate potential Delta Trail opportunities. Performance Measures: attend meetings; review plans; list potential opportunities.</i>	

McCormack-Williamson Recreation Plan

Project Description: The Sacramento-San Joaquin Delta is an area rich in ecological, agricultural, and recreational opportunities. The proximity of the McCormack-Williamson Tract to Delta Meadows State Park (currently closed) and the Cosumnes River Preserve provides an opportunity to contribute not only to recreation, but also to habitat enhancement and flood control. By partnering with the community, other state agencies, non-profits, and universities, the Conservancy anticipates laying the groundwork for developing an holistic approach to recreation planning in the region. With McCormack-Williamson, the Conservancy and its partners have the opportunity to conduct recreation planning that comprehensively knits together and enhances existing and new recreation and tourism opportunities and complements the anticipated restoration of the tract. The goals for this project are two-fold: (1) in the short-term, a recreation plan for McCormack-Williamson; and (2) in the long-term, implementing the recreation plan and the developing a pilot project wherein the process and project can be replicated on other sites. ED-Table 8 outlines specific project elements. Current staffing levels are sufficient for this project.

Connection to Conservancy Strategic Plan: Objective 2.1 directs collaboration with businesses, residents, and other entities. Objectives 3.5 and 3.7 address habitat restoration projects that are compatible with recreation and tourism. This project integrates tourism and recreation, habitat restoration, and agriculture.

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 focus on various aspects of recreation. McCormack-Williamson will provide new recreation opportunities, encourage partnerships, potentially expand state recreation areas, and enhance nature-based recreation.

Connection to Other Plans: The ESP discusses the Legacy Community concept as well as State Parks’ “gateway-basecamp-adventure” strategy. McCormack-Williamson is close to Locke—a legacy community—and has the potential for water and terrestrial-based trails. Development and implementation of a recreation plan for McCormack-Williamson will support both Locke and State Parks’ recreation concept.

ED-Table 8: McCormack-Williamson Recreation Plan

Project Elements (Planning Steps)	Timeline
Build project planning capacity	FY 13-14
Develop recreation plan	FY 13-14 and beyond
Build capacity for project implementation	FY 14-15
Implement recreation plan	FY 15-16
Funding needs: in the short-term, \$200,000 to develop a recreation plan. In the long-term, funding for implementation of the recreation plan (TBD).	
<i>FY 13-14 Implementation Plan: The Conservancy is partnering with UC Davis' Landscape Architecture Department to develop McCormack-Williamson into a pilot project that can be replicated on other Delta lands. Funding—in partnership with the university—is being sought. The Conservancy is also in discussions to develop the recreation plan into a studio project for Landscape Architecture students. Performance Measures: grant proposals or class syllabi; recreation plan.</i>	

Recreation Survey

Project Description: In 1997, DPC, State Parks, and the Department of Boating and Waterways jointly developed the Sacramento-San Joaquin Delta Recreation Survey, which explored the use of Delta resources by boat owners and licensed anglers. Although there have been many recreation studies completed, there is a need for a comprehensive recreation survey, encompassing all forms of recreation and user-groups. Such a survey would assist in identifying the best recreation-based infrastructure to be improved or developed; this effort could be aided or supplemented by a RUCS-type study (that considers agricultural infrastructure). A recreation survey will also aid in developing the Delta Brand and Marketing campaign, by providing current recreation information. Currently, DPC has engaged State Parks to develop a recreation survey. The goal of this project is to participate and support DPC's and State Parks' efforts to conduct a comprehensive survey of Delta recreation. ED-Table 9 outlines specific project elements. Current staffing levels are sufficient for this project.

Connection to Conservancy Strategic Plan: Objective 2.1., Strategy 2.1.4 states, "Conduct a complete recreation survey of the Delta and use the information to support secure funding to inform efforts to enhance recreational opportunities." This project directly supports the Recreation Survey.

Connection to Delta Plan: DP R11, DP R12, DP R13, DP R14, and DP R16 address Delta recreation, partnerships, and nature-based recreation. An up-dated recreation survey will better inform and support recreation efforts.

Connection to Other Plans: The ESP uses existing recreation and tourism data and references the need and benefits of an up-dated recreation survey, stating on page 180, "An up-to-date visitor survey with new primary data, particularly on non-boating and non-fishing recreation, is needed to better document existing recreation visitation and spending."

ED-Table 9: Recreation Survey

Project Elements (Planning Steps)	Timeline
Support DPC and State Parks' effort	FY 13-14 and beyond
Funding needs: Existing resources are sufficient for this project	
<i>FY 13-14 Implementation Plan: The Conservancy will participate in survey development meetings; review final survey questions and results. Performance Measures: survey questions, survey, results.</i>	

National Heritage Area Designation

Project Description: A project of the DPC, in partnership with local governments, non-profit organizations, and state and federal agencies, National Heritage Area (NHA) designation for the Delta would bring planning, national recognition, and financial resources to the region. From the DPC's NHA Feasibility Study, "A NHA is a place designated by the United States Congress where natural, cultural, historical, and recreational resources combine to form a cohesive, nationally-distinctive landscape arising from patterns of human activity shaped by geography." Legislation was introduced in Congress to designate the Delta as an NHA. The Conservancy anticipates participating with this project by coordinating a habitat and restoration inventory and assisting with partner site development, and working as equal partners

on Delta branding and marketing. The goal of this project is to coordinate with and support the DPC’s efforts. ED-Table 10 outlines specific project elements. Current staff levels are sufficient for this project.

Connection to Conservancy Strategic Plan: Objective 1.1., Strategy 1.1.3 states, “Provide support for the Delta Protection Commission’s effort to explore federal designation of the Delta as a National Heritage Area.”

Connection to Delta Plan: DP R1 recommends designation of the Delta as a National Heritage Area.

Connection to Other Plans: The NHA—like branding and marketing—has the potential to create and support links among tourism and recreation, business, local and state government, and local communities. The NHA is also consistent with State Parks’ “gateway-basecamp-adventure” strategy, as described in the *Recreation Proposal for the Sacramento-San Joaquin Delta and Suisun Marsh*, wherein destinations are linked and promoted to coordinate and better use resources and opportunities.

ED-Table 10: National Heritage Area Designation

Project Elements (Planning Steps)	Timeline
Support DPC’s efforts	FY 13-14 and beyond
Habitat and restoration inventory	FY 14-15
Partner site development	FY 14-15
Funding needs: \$50,000 for a habitat and restoration inventory.	
FY 13-14 Implementation Plan: The Conservancy will participate in coordinating a habitat and restoration inventory and in assisting with partner site development. Performance Measures: scope of work for habitat and restoration inventory, scope of work for partner site development.	

ECOSYSTEM RESTORATION PROGRAM

Background. Created in 2009 as part of the Delta Reform Act, the Sacramento-San Joaquin Delta Conservancy's mission is to work collaboratively and in coordination with local communities to lead efforts to protect, enhance, and restore the Delta's economy, agriculture and working landscapes, and environment, for the benefit of the Delta region, its local communities, and the citizens of California. In August 2012, the Sacramento-San Joaquin Delta Conservancy released its first strategic plan that was informed by extensive outreach which included over 10 public meetings.

Purpose. This five-year plan was developed to guide the Delta Conservancy's ecosystem restoration activities and to ensure that all activities are consistent with the Conservancy's Strategic Plan, the Delta Plan, and other Delta planning efforts. The Conservancy is collaborating with state, federal and local agencies to develop effective programs and projects to protect, enhance, and restore the Delta ecosystem. This plan reflects the Conservancy's minimum needs and activities for the next 5 years, in absence of a water bond providing programmatic funding to the Conservancy.

Strategic Directions. As more Delta planning efforts are completed, the role for the Conservancy will expand. The Conservancy anticipates adding nine employees and needing approximately \$34 million to achieve the program goals over the next three years. The Conservancy's ecosystem restoration initiatives and projects are based on the Strategic Plan's goals and objectives. The table below indicates which Conservancy Strategic Plan goals and objectives and which Delta Plan policies or recommendations are met by Ecosystem Restoration projects. A list of Conservancy Strategic Plan goals and objectives and Delta Plan policies and recommendations addressed in this work plan are in Appendix A and Appendix B, respectively.

Applicability to the Conservancy's Strategic Plan and the Delta Plan																
Project	Conservancy Strategic Plan Objectives								Delta Plan Policies or Recommendations							
	1.3	1.4	1.5	3.1	3.2	3.6	3.7	4.2	ER P2	ER P3	ER P4	ER P5	ER R2	ER R3	ER R7	DP R7
Climate Change		X	X						X	X	X	X				X
Delta Restoration Network				X					X				X	X		
Habitat Restoration Project Database								X					X			
Arundo Control and Restoration Program					X				X				X	X	X	
Channel Margin Habitat Enhancement Program					X				X				X			
Habitat Enhancement of Working Landscapes						X	X							X		X

Projects and Activities

The Conservancy's Ecosystem Restoration program builds upon existing efforts. Some of these projects will be pursued using current staffing levels and other projects may require additional staff. Each project includes a brief introduction and information about project elements, implementation actions and funding needs, as well as relevancy to the Conservancy's Strategic Plan, the Delta Plan, and other applicable planning efforts.

Climate Change

Project Description: The Conservancy first addressed the issue of climate change by adopting a climate change policy. This policy is a set of guidelines to assist the Conservancy in developing, establishing, and supporting projects that mitigate for climate change by reducing greenhouse gas emissions or have the capacity, or can increase the system's capacity, to adapt to the effects of climate change. The Board adopted the policy in March 2012. In support of the policy, the Conservancy participates in the Coastal

and Ocean Working Group of the Climate Action Team (CO-CAT), beginning in 2011. The task of CO-CAT is to ensure the state's ability to adapt to climate change impacts on ocean and coastal resources while supporting implementation of global warming emission reduction programs.

The magnitude of ongoing carbon emissions and subsidence that result from agricultural practices on the peat soils of the Delta present significant opportunities to reduce those emissions and sequester carbon on Delta lands through a variety of practices. The Conservancy is working with a large partnership to develop pilot projects and inform policies that recognizes the Delta as a significant carbon opportunity area. Partners in this effort include the Coastal Conservancy, DWR, USGS, UC Berkeley, UC Davis, the American Carbon Registry, The Nature Conservancy, the Environmental Defense Fund and Hydrofocus, Inc. The group was successful in getting managed wetlands and a Delta-wide emissions inventory included in the Draft Cap-and-Trade Auction Proceeds Investment Plan. This could allow the legislature to commit funding in the future to the Conservancy to implement pilot projects. Additionally, the group is working with the Air Resources Board (ARB) and funding partners to develop a protocol that will meet standards for ARB adoption and use under the Cap-and-Trade compliance market. To complete the tasks in this project, the funding needs are \$1.5 million; current staffing is sufficient for this project.

Connection to Conservancy Strategic Plan: This project supports Objective 1.4 to support implementation plans and programs to provide flood resilience from subsidence and catastrophic events and Objective 1.5 to promote integration of Delta agriculture with other elements of the Conservancy's mission.

Connection to Delta Plan: In the Delta Plan climate change is recognized as a major stressor to the Delta ecosystem. The Conservancy's Climate Change Policy is consistent with ER² P2: Restore Habitats at Appropriate Elevations; ER P3: Protect Opportunities to Restore Habitat; ER P4: Expand Floodplains and Riparian Habitats in Levee Projects; ER P5: Avoid Introductions of and Habitat Improvements for Invasive Nonnative Species; and DP R7: Subsidence Reduction and Reversal.

Connection to Other Plans: On May 14, 2013, the ARB released the Cap-and-Trade Auction Proceeds Investment Plan: Fiscal Years 2013-14 through 2015-16. This plan identified areas of potential investment of auction proceeds that would help the state meet its greenhouse gas (GHG) reduction goals. The Delta is identified as an area for investment with specific projects including developing baseline GHG emission inventories for wetland areas and pilot projects for restoration of managed wetland areas to include carbon sequestration. The Conservancy was identified as a state agency to receive funding for these projects.

The Conservancy's Climate Change Policy will assist the Conservancy in meeting certain state directives. Executive Order S-13-08 directed state agencies to consider a range of sea level rise scenarios for 2050 and 2100 to assess project vulnerability, reduce expected risks, and increase resiliency to sea level rise. The 2009 California Climate Adaptation Strategy called for all state agencies that are responsible for managing and regulating public health, infrastructure, or habitat that is subject to significant climate change to prepare agency-specific adaptation plans, guidance, or criteria.

Carbon sequestration wetlands are consistent with the Department of Fish and Wildlife's (DFW) Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Subsidized Lands/Deep Open Water Areas and the DDPC's Land Use and Resource Management Plan for the Primary Zone of the Delta, Land Use Policy P-6. The Conservancy's Climate Change Policy also is consistent with Natural Resources Policy P-9.

ER-Table 1: Climate Change

Project Elements (Planning Steps)	Timeline
Coastal and Ocean Working Group of the Climate Action Team (CO-CAT)	FY 13-14 and beyond
Conservancy climate change webpage	FY 13-14 and beyond
Farm-scale carbon sequestration wetland pilot projects	FY 13-14 and beyond
Complete a California Wetland Protocol	FY 13-14 and beyond

² Delta Plan recommendations mentioned in this work plan are listed in Appendix B. Throughout the Ecosystem Restoration section, Delta Plan recommendations will be listed as ER R(number) or P(number).

Policy that recognizes the Delta as a significant carbon opportunity area	FY 13-14 and beyond
Conservancy project guidelines on climate change	FY 14-15
Funding needs: \$1,500,000	
<p>FY 13-14 Implementation: Continue to attend CO-CAT meetings and share updates on the Conservancy's actions related to sea-level rise; add a page devoted to climate change information and resources to the Conservancy's new website; update website with new and relevant information regarding climate change science, legislation, adaptation strategies, and planning resources as it becomes available; continue to seek funding through grants, Cap-and-Trade auction revenue, and the budget change proposal process for farm-scale carbon sequestration wetland pilot projects; continue to work in partnership toward a carbon credit protocol for carbon sequestration wetlands and rice farming that meets ARB standards for adoption and seek funding for carbon sequestration wetland pilot projects; develop guidance for addressing climate change in Conservancy projects. Performance Measures: updated website; implementation of pilot projects; carbon credit protocol adopted; completed guidance on addressing climate change in Conservancy projects.</p>	

Delta Restoration Network (DRN)

Project Description: The network is a voluntary effort to (1) coordinate and integrate restoration actions, (2) ensure integrated performance tracking among governmental and non-governmental entities engaged in restoration and habitat management in the Delta and Suisun Marsh, and (3) serve as a forum for dialogue and the dissemination of restoration related information among the general public and restoration efforts. Participants in DRN include representatives from state, federal, and local governments as well as Delta representatives and non-government organizations. To meet the goals of this program an additional .5 PY is needed and about \$1 million to carry out the DRN objectives.

An early success story for the DRN is developing and receiving a grant to expand the current capabilities of the wetland project tracking system, EcoAtlas. The Conservancy in partnership with several organizations—San Francisco Estuary Institute, San Francisco Bay Joint Venture, Central Valley Joint Venture, and State Water Resources Control Board—received a U.S. Environmental Protection Agency grant for \$254,000 to expand the current capabilities of the EcoAtlas. The habitat restoration project database, described later in this document, will be incorporated into the enhanced EcoAtlas under this grant.

The Conservancy collaborated with the DRN to develop a draft Restoration Framework, as called for in the Delta Science Plan. The draft framework proposes a vision of the technical capabilities and institutional arrangements needed to support a scientifically credible, stakeholder trusted, cost-efficient, and co-equal goal-relevant program for restoration success in the Delta and Suisun Marsh. The DRN also is addressing topics such as developing regional conservation strategies.

The concept of a Hub for ecosystem restoration is presented in the Restoration Framework. The expectation is that a Hub will provide a platform where best available data, tools, and models can come together with experts, scientists, and stakeholders to develop restoration designs that take into consideration ecological, agricultural and land use, and flood protection issues. The Conservancy will continue to develop support for this concept and explore opportunities to develop the platform and necessary tools.

Connection to Conservancy Strategic Plan: The formation and facilitation of the DRN supports Objective 3.1 to identify restoration priorities in collaboration with existing federal, state, regional, and local governmental and non-governmental entities engaged in Delta restoration.

Connection to Delta Plan: Efforts of the DRN implements ER R2: Prioritize and Implement Projects and Restore Delta Habitat and ER R3: Complete and Implement Delta Conservancy Strategic Plan. Additionally, efforts of the DRN may specifically address the six recommendations for the Conservancy in the Delta Plan: (1) develop and adopt criteria to prioritize and integrate large-scale ecosystem restoration in the Delta and Suisun Marsh; (2) develop and adopt processes for land ownership and long-term operations and management in the Delta and Suisun Marsh acquired for conservation or restoration; (3) develop and adopt a formal mutual agreement with DWR, DFW, federal interests, and other State and local agencies about ecosystem restoration in the Delta and Suisun Marsh; (4) develop, with specified other agencies a plan and protocol for acquiring the land necessary to achieve ecosystem restoration consistent with the coequal goals and the Ecosystem Restoration Program Conservation Strategy; (5) lead an effort to investigate how to better use habitat credit agreements to provide credit for restoration projects; (6) and work with DFW and the U.S. Fish and Wildlife Service to develop rules for voluntary safe harbor agreements with property owners in the Delta.

Connection to Other Plans: The Proposed Final Draft Delta Science Plan (October 2013) calls for developing a Restoration Framework by the DRN participants. The Delta Science Plan also describes the need for data synthesis for system-wide perspectives. EcoAtlas is identified as one effort that will support this synthesis. Elements of the Restoration Framework are consistent with the DPC's Land Use and Resource Management Plan for the Primary Zone of the Delta, Natural Resources Policy P-6 and P-9.

ER-Table 2: Delta Restoration Network

Project Elements (Planning Steps)	Timeline
Delta Restoration Network	FY 13-14 and beyond
Delta Restoration Framework	FY 13-14
Habitat Project Tracking System	FY 13-14 and beyond
Funding needs: \$1 million and 0.5 PY	
<p>13-14 Implementation Plan: continue to convene and facilitate the DRN; facilitate developing a Delta Restoration Framework; initiate and manage the habitat project tracking system project. Tasks the Conservancy will be involved in include forming user groups to help guide the development process; identifying additional fields, data layers, and functionality needed in EcoAtlas to support needed queries, mapping, monitoring and evaluation; reviewing interim work products; and managing the project under EPA grant.</p> <p>Performance Measures: regular DRN meetings; completed Delta Restoration Framework; completed habitat project tracking system project.</p>	

Habitat Restoration Project Database

Project Description: DWR's FloodSAFE Environmental Stewardship and Statewide Resources Office (FESSRO) Delta Levees developed a GIS database of current and planned restoration to facilitate agency and stakeholder coordination and enhance understanding of existing projects and planning efforts. FESSRO transferred this database to the Conservancy in 2012. The Conservancy is working with agencies and stakeholders to update and maintain the database to track ecosystem restoration projects in the Delta.

The Conservancy will continue to maintain and update the habitat restoration project database until it is incorporated into EcoAtlas and becomes publicly available through the My Water Quality Portal. Future restoration project proponents will enter and update their project information into the database. The Conservancy will continue to collaborate with the Water Quality Monitoring Council to encourage the use of this database by all restoration practitioners in the Delta and ensure adequate funding is available to house the database.

Connection to Conservancy Strategic Plan: This project meets Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy's mission.

Connection to Delta Plan: The habitat restoration project database implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat. This database is an important tool for restoration planning.

Connection to Other Plans: The Proposed Final Draft Delta Science Plan (October 2013) describes the need for data synthesis for system-wide perspectives. EcoAtlas and My Water Quality Portal are identified as efforts to build upon that will support this synthesis.

ER-Table 3: Habitat Restoration Project Database

Project Elements (Planning Steps)	Timeline
Update Habitat Restoration Project Database	FY 13-14 and beyond
Maintain Habitat Restoration Project Database	FY 13-14 and beyond
Funding needs: staff time	
<p>FY 13-14 Implementation: collaborate with the Department of Water Resources to coordinate a database structure that can support additional attributes; verify existing data in database and add additional information where available; require use of database for all Conservancy habitat conservation and restoration projects. Performance Measures: updated database.</p>	

Arundo Control and Restoration Program

Project Description: The Conservancy developed a Delta Arundo Donax Control and Restoration Program, which will encompass the entire legal Delta. Arundo donax is an invasive terrestrial plant. This program will be implemented in phases over the long-term. The first phase of the program includes mapping and prioritizing Arundo eradication sites, coordinating with other Arundo control efforts in the Delta, and implementing the Cache Slough Complex Pilot Project. The Pilot Project seeks to control Arundo on approximately 50 acres in the Cache Slough Complex and restore an equivalent 50 acres of native, riparian habitat where feasible within Arundo eradication sites or in identified priority restoration opportunity areas. Funding needs for this project is \$3 million for Phase 1; the Conservancy received a grant for first three years of Phase 1 of \$1 million.

Connection to Conservancy Strategic Plan: This project meets Objective 3.2 to lead Delta ecosystem restoration activities consistent with Conservancy authorities, the Delta Plan, and other regional plans and guidance through a voluntary Delta Restoration Network, and based on adaptive management.

Connection to Delta Plan: This program implements ER P2: Restore Habitat at Appropriate Elevations; ER R2: Prioritize and Implement Projects that Restore Delta Habitat; and ER R7: Prioritize and Implement Actions to Control Nonnative Invasive Species.

Connection to Other Plans: This program is consistent with the DFW's Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Nonnative Invasive Species and Stage 2 Actions for Upland Areas. This program will also contribute toward Conservation Measure 7 Riparian Natural Community Restoration and Conservation Measure 11 Natural Communities Enhancement and Management in the Administrative Draft of the BDCP (2013). This program is consistent with the DPC's Land Use and Resource Management Plan for the Primary Zone of the Delta, Natural Resources Policy P-4 and Recreation & Access Policy P-10.

ER-Table 4: Arundo Control and Restoration Program

Project Elements	Timeline
Implement Arundo Control and Restoration Program	FY 13-14
Programmatic permit coverage for eradication and restoration	FY 13-14
Programmatic permit coverage for eradication and restoration	FY 13-14
Funding needs: \$2 million for Phase 1	
FY 13-14 Implementation Plan: finish the interagency agreement with the DWR FESSRO, to fund the Arundo Control and Restoration Program; coordinate with other Arundo control efforts in the Delta; explore possibilities for programmatic permit coverage for eradication and restoration tasks; seek additional funding for Arundo control for other areas of the Delta beyond the Cache Slough Complex. Performance Measures: Phase 1 of program completed per scope of work with DWR; funding obtained to continue program.	

Channel Margin Habitat Enhancement Program

Project Description: The Conservancy is collaborating with the DWR, DFW, U.S. Fish and Wildlife Service, and National Marine Fisheries Service to explore opportunities for channel margin habitat enhancement in the Delta. These agencies are working on a framework to guide how channel margin habitat enhancement could occur in the Delta as well as complement other Delta restoration planning efforts. This project needs \$1 million and .25 PY.

Connection to Conservancy Strategic Plan: This project meets Objective 3.2 to lead Delta ecosystem restoration activities consistent with Conservancy mandates, the Delta Plan, and other regional plans and guidance through a voluntary Delta Restoration Network, and based on adaptive management.

Connection to Delta Plan: This program implements ER P2: Restore Habitat at Appropriate Elevations and ER R2: Prioritize and Implement Projects that Restore Delta Habitat.

Connection to Other Plans: This program will contribute toward Conservation Measure 6 Channel Margin Enhancement in the Administrative Draft of the Bay Delta Conservation Plan (2013). This program also is consistent with the Ecosystem Restoration Program Conservation Strategy Stage 2 Actions for Upland Areas.

ER-Table 5: Channel Margin Habitat Enhancement Program

Project Elements	Timeline
Framework for channel margin habitat enhancement	FY 13-14
Channel margin habitat pilot projects	FY 13-14 and beyond
Program funding	FY 13-14 and beyond
Long-term enhancement of channel margin habitat	FY 14-15 and beyond
Funding needs: 0.25 PY and \$1 million	
FY 13-14 Implementation: develop framework for channel margin habitat enhancement in collaboration with the Department of Water Resources and fishery agencies; develop pilot projects to learn more about effective channel margin habitat design; seek funding for pilot projects; find opportunities to enhance channel margin habitat in the Delta and implement projects. Performance Measures: completed framework; implemented pilot projects.	

Habitat Enhancement of Working Landscapes

Project Description: Recognizing the potential to have greater collective impact for their work in the Delta, the following organizations have established the Habitat Enhancement of Working Landscapes coalition: the Delta Conservancy (DC), the Delta Protection Commission (DPC), the Natural Resources Conservation Service (NRCS), the 5 Delta county Resources Conservation Districts (RCD), Point Blue Science Center (previously PRBO), The Nature Conservancy (TNC), Audubon California (Audubon), and Ducks Unlimited (DU). This coalition meets quarterly to exchange information and look for areas to collaborate. The coalition also is developing a framework for habitat enhancement of working landscapes in the Delta. The Conservancy anticipates needing 0.25 PY and \$1 million to fund this program.

Connection to Conservancy Strategic Plan: This project meets Objective 3.6 and Objective 3.7, to provide incentives and acknowledgement to private landowners who maintain and create wildlife habitat on private land and implement restoration projects that provide compatible economic use for landowners or adjacent businesses, respectively.

Connection to Delta Plan: The work of this coalition implements ER R2: Prioritize and Implement Projects that Restore Delta Habitat and DP R10: Encourage Wildlife-friendly Farming.

Connection to Other Plans: The work of this coalition is consistent with the Delta Protection Commission Land Use and Resource Management Plan for the Primary Zone of the Delta, Agriculture Policy P-4, Agriculture Policy P-7, Natural Resources Policy P-1, Natural Resources Policy P-2, and Recreation & Access Policy P-6. It is also consistent with the Ecosystem Restoration Program Plan Vision for Agricultural Lands.

ER-Table 6: Habitat Enhancement of Working Landscapes

Project Elements	Timeline
Coalition coordination	FY 13-14 and beyond
Habitat Enhancement of Working Landscapes Framework	FY 13-14
Outreach to farmers and organizations	FY 13-14 and beyond
Project funding	FY 13-14 and beyond
Funding needs: 0.25 PY and \$1 million	
FY 13-14 Implementation Plan: continue to facilitate quarterly meetings to share information and coordinate activities where appropriate; complete the framework to provide guidance and help coordinate and integrate the coalition's related activities; conduct outreach to farmers and organizations to find opportunities to implement habitat enhancement projects on working landscapes; strategize about getting funding for this coordinated effort. Performance Measures: regular quarterly meetings held; completed framework; implemented habitat enhancement projects.	

EDUCATION AND OUTREACH PROGRAM

Background. The Education and Outreach Program (EOP) is not a separate designated program or goal within the Conservancy's Strategic Plan (2012); rather this program permeates throughout all of the Conservancy's program goals. Almost every major project has an education and outreach component. By establishing a separate program, the Conservancy is better able to manage the integrity and consistency of its communications across all programs and through the various media at its disposal.

Purpose. This five-year plan lists the Conservancy's EOP projects currently underway and those activities that the Conservancy anticipates providing, in light of its own Strategic Plan and its participation in Delta Plan implementation. There is no one staff person dedicated to Education and Outreach, rather it is a function—at varying levels—of all Conservancy staff. As such, EOP activities often are difficult to categorize, since many specific projects, such as Delta Branding or the Delta Restoration Network, have strong education and outreach components in addition to their primary focus.

Strategic Direction. The strategic direction for the EOP is to continue to act as a facilitator and liaison between and among governmental and non-governmental organizations in the Delta for economic development and environmental restoration efforts. The program will assist and promote information about the Conservancy as well as about the Delta, and will engage in partnerships with public and private entities, as appropriate.

The table below lists the goals and objectives that relate directly to EOP efforts. Key projects are also listed to illustrate how those objectives are being met.

Applicability to the Conservancy's Strategic Plan and the Delta Plan												
Project	Conservancy Strategic Plan Objectives									Delta Plan Policies and Recommendations		
	1.3	2.1	3.1	4.1	4.2	5.3	5.4	6.1		WR P2	WR P1	WR R12
Delta Dialogues				X		X				X	X	X
Delta Waterways Cleanups	X											
Water Education Grant	X		X		X							
Community Training		X										
Education Materials Development	X		X									
Newsletter						X						
Community Outreach						X						
Legislative Outreach								X				
Communication Strategy					X	X		X				
Mercury Exposure Reduction Program	X					X						

Projects and Activities

Delta Dialogues

Project Description. This project is designed to increase the shared understanding of the interests held by the various stakeholders in the Delta, and to provide a place for in-Delta interests to participate in statewide water policy discussions. There are five goals for this project: (1) fostering greater shared understanding around the different interests in the Delta; (2) strengthening the relationships among a core set of leaders in the Delta; (3) developing these leaders' abilities to convene, collaborate, and communicate with others; (4) informing current planning processes, giving them a better chance at success; and (5) expanding the conversation to a broader set of stakeholders. EO-Table 1 outlines the planning steps for this project; funding needs are \$750,000 annually. Existing staffing and consultant resources are sufficient for this project.

Connection to the Conservancy Strategic Plan: This project meets Objective 4.1 to gather and communicate additional technical expertise on matters relevant to the Conservancy. It also supports Objective 4.4 to promote shared understanding of key issues related to agriculture, the Delta economy, and restoration based on accurate information.

Connection to the Delta Plan: The Dialogues can help develop better understanding around the Delta Plan's WR P1, which discusses ways to reduce reliance on the Delta. Other Delta Plan connections include WR R12, about completing the Bay-Delta Conservation Plan, and assists with DP P2, regarding working with Delta residents in discussing where restoration is best suited.

EO-Table 1: Delta Dialogues

Project Element (Planning Steps)	Timeline
Increase representatives to 25 from 23, if appropriate	FY 13-14
Convene a special workshop or forums about the Delta Dialogues	FY 14-15
Develop program to assist other organizations to replicate the dialogues format for their issues	FY 16-17
Funding Needs: \$750,000 annually*	
* The Conservancy received \$250,000 of the necessary \$750,000 for FY 13-14. Several grant applications are pending that, if received, would completely fund the project.	
<i>FY 13-14 Implementation: the Conservancy is working with the Delta Dialogues ' participants to increase additional stakeholder representation and to develop a tangible work product, such as an issue paper, from the group. Performance Measures: increased membership if appropriate; completed work product</i>	

Delta Waterways Cleanups

Project Description. The Conservancy, in partnership with the State Parks Department, Sacramento Area Creeks Council, and California Coastal Commission, co-sponsors two Delta waterway cleanups during the year. The first is in April and the second is in September. The project goals are: (1) to protect and improve water quality of the Delta ecosystem, (3) to raise awareness and understanding of good stewardship practices, (3) and to provide the community opportunities to implement stewardship practices in the Delta. EO-Table 2 lists the planning steps for this project; funding needs are \$6,000 annually. Existing staffing resources are sufficient for this project.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy.

EO-Table 2: Delta Waterways Cleanups

Project Element(Planning Steps)	Timeline
Increase the number of site volunteers from 200 to 250	FY 13-14
Increase the number of sites from four to six	FY 14-15
Funding Needs: \$6,000 annually	
<i>FY 13-14 Implementation: The Conservancy will continue to work with its partners in carrying out the bi-annual Delta waterway cleanups. Performance Measures: completing cleanups, increase in site volunteers.</i>	

Water Education through Public Outreach Grant

Project Description. The Delta Conservancy received a grant from the Bureau of Reclamation to conduct public outreach related to water supply reliability, water quality, and ecological restoration efforts in the Delta. The Conservancy, in partnership with the Foundation, will provide public outreach programs, such as water tours and briefings, that present information regarding: (1) implementation of large-scale Delta planning efforts; (2) climate change impacts specific to the Delta; (3) Safe Harbor Agreements for local entities; (4) identifying and coordinating key Delta restoration projects; and, (5) reduction of flood event impacts related to contaminants in the Delta through pre-flood event preparedness. These programs are targeted to the general public, as well as local, state, and federal officials, to educate and provide meaningful communication about activities that affect the California Bay-Delta watershed.

The Delta Conservancy received a three-year, \$345,000 grant from the Bureau of Reclamation to conduct public outreach about ecosystem restoration. The Delta Conservancy conducted an outreach to Delta residents to facilitate communication and understanding of the major current ecosystem restoration efforts and levee projects in the Delta and Suisun Marsh on November 14, 2012. The Delta Conservancy conducted two outreach events on water quality monitoring programs in the Delta on May 14 and 16, 2013. The Conservancy has \$143,212 for FY 13-14 under this grant, which includes completing a safe harbor white paper and offering a workshop about climate change and its impacts specific to the Delta. The Conservancy anticipates applying for this grant again in FY 14-15 for approximately \$400,000.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy; Objective 3.1 to identify restoration priorities in collaboration with existing federal, state, regional and local governmental and nongovernmental entities engaged in Delta restoration; and Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy's mission.

EO-Table 3: Water Education through Public Outreach Grant

Project Element(Planning Steps)	Timeline
Conduct workshop on developing Safe Harbor Agreements and adjacent landowner impacts	FY 13-14
Conduct symposium on Delta specific impacts from climate change	FY 13-14
Conduct workshops and produce a DVD with information about reducing impacts of contaminants from flood events.	FY 13-14
Submit final report to the federal government	FY 14-15
Develop grant for 2015-2017	FY 14-15
Funding Needs: \$143,212 for FY 13-14; \$400,000 for FY 14-15 and beyond.	
<i>FY 13-14 Implementation: plan and conduct Safe Harbor Agreement workshop; conduct Climate Change symposium; conduct contaminant reduction workshops and produce DVD. Performance Measures: completed workshops; completed DVD production.</i>	

Community Training Program (formerly Delta Grants Coalition)

Project Description. The Conservancy offers on-going capacity building training to Delta businesses, nonprofits, resource conservation districts, and agency partners. The Conservancy completed a contract with the Nonprofit Resource Center (NRC) to provide training to staff and community members in grant writing and Delta branding options. If a water bond is enacted that includes provisions for the Conservancy to provide grants for economic development or ecosystem restoration, the Conservancy will need to establish a grant program. Establishing and administering a new grants program will require additional employees, and that number will be determined if and when a water bond is enacted. EO-Table 4 shows the planning steps; funding needs are \$6,000 annually. Existing staffing resources are sufficient for this project.

Connection to the Conservancy Strategic Plan: This project meets Objective 2.1 to develop economic enhancement proposals and projects in collaboration with existing governmental and nongovernmental entities, residents, and private enterprises.

Connection to the Delta Plan: These workshops can assist in the Delta Plan's DP R12, which describes partnerships for increased recreation and tourism in the Delta.

EO-Table 4: Community Training Program

Project Element (Planning Steps)	Timeline
Provide six capacity building workshops	FY 13-14
Develop grant program guidelines	FY 14-15
Continue with capacity building workshops	FY 14-15 and beyond
Initiate Conservancy grant program*	FY 14-15 and beyond
Funding Needs: \$6,000 annually for capacity building workshops only.	
<i>*Pending approval of a water bond by voters.</i>	
<i>FY 13-14 Implementation: The Conservancy and its partner, NRC, are working on six workshops: two in grant development, three in</i>	

Education and Community Outreach

Most of the EOP projects and activities are focused on achieving the goal to establish the Conservancy as a leader in gathering and communicating scientific and practical information about the Delta ecosystem and economy. Some of the following efforts have a lower profile than the other EOP efforts, and in some cases, may be delayed if adequate funding or staffing cannot be secured.

Education Materials Development

Project Description: There will be occasions when the EOP will develop general information or educational materials about the Conservancy and the Delta. The goal of this project is to develop a communication network to both receive and provide accurate information about the Delta and the people who live and work there. EO-Table 5 shows the planning steps; initial funding needs are \$1,500 annually and may increase as materials are prepared and distributed. Existing staffing resources are sufficient to carry out this task.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 and Objective 3.1 to aid in protecting and improving water quality to protect the Delta ecosystem and economy and to identify restoration priorities in collaboration with others, respectively.

EO- Table 5: Education and Community Outreach

Project Element (Planning Steps)	Timeline
Update Conservancy general information brochure	FY 13-14
Develop informational materials or outreach forums as needed	FY 14-15 and beyond
Reassess outreach efforts	FY 13-14 and beyond
Funding Needs: \$1,500 in FY 13-14; costs may increase over time as additional materials are prepared and published.	
<i>FY 13-14 Implementation:</i> Revise the existing Conservancy brochure; investigate what types of information to develop that meets the needs of its constituency. <i>Performance Measures:</i> complete updated Conservancy brochure.	

Newsletter

Project Description: The Conservancy produces and distributes a tri-annual newsletter to keep the Delta community, public agencies, and the general public informed about the Conservancy's programs and key actions. The newsletter was introduced in January 2012, and is continually revised to include regular communications from the Conservancy Executive Officer and Board Chair, an educational science piece, and features on key program components. Delta community members are invited to submit articles about Delta history and culture. EO-Table 6 lists the planning steps; funding needs are \$1,500 annually and may increase as more materials are prepared and distributed. Existing staffing resources are sufficient to meet this task.

Connection to the Conservancy Strategic Plan: This project meets Objective 5.3 that states, "Establish through actions a 'Delta Conservancy' way of doing business, including the use of performance measures."

EO-Table 6: Newsletter

Project Element (Planning Steps)	Timeline
Continue current level of production	FY 13-14
Develop strategies to expand the newsletter production to include additional features or additional editions	FY 14-15
Collaborate with other state agencies or Delta counties on special issue newsletters that provide in-depth information about specific topics (e.g., water quality monitoring)	FY 15-16 and beyond
Funding Needs: \$1,500 initially; costs may increase over time as more materials are prepared and published.	
<i>FY 13-14 Implementation:</i> Continue to produce the Conservancy newsletter three times a year. <i>Performance Measures:</i> complete and distribute three newsletters.	

Community Outreach

Project Description: There is several community events within the Delta in which the Conservancy has or would like to participate by staffing an information booth. Given limited staff and the number of community events from which to select, Conservancy staff winnowed the list to five events. The Conservancy is working with volunteers to staff a booth at the following events: Yolo Basin Duck Days (West Sacramento), Walk on the Wild Side (Freeport), Pear Fair (Courtland), Sandhill Crane Festival (Lodi), and Grape Day (Clarksburg). Part of this task will include developing and maintaining an outreach database. One idea the Conservancy is developing is to coordinate a Speaker's Bureau of State experts that can speak at local Delta meetings, such as the Lions Club or Chamber of Commerce, covering a range of topics from agr Table EO-7 lists the planning steps; initial funding is estimated at \$2,500. Existing staffing resources are sufficient to recruit volunteers to assist with this task.

Connection to the Conservancy Strategic Plan: This project meets Objective 5.3 to establish through actions a "Delta Conservancy" way of doing business, including the use of performance measures.

EO-Table 7: Participation in Community Events

Project Element (Planning Steps)	Timeline
Staff a booth at five Delta community events	FY 13-14 and beyond
Develop strategies to expand community event participation	FY 13-14 and beyond
Develop and coordinate a Speaker's Bureau of subject matter experts	FY 14-15
Establish dates and times for "Coffee with the Conservancy"	FY 14-15
Funding Needs: \$2,500 in FY 13-14; costs may increase over time as the Conservancy initiates or participates in additional events.	
<i>FY 13-14 Implementation: Continue to participate in listed community events. Performance Measures: Participation in listed community events.</i>	

Legislative Outreach

Project Description: While this was not listed in the previous Implementation Plan, Conservancy staff routinely visit key Delta legislators to provide them an update of Conservancy activities and to communicate with lawmakers the Conservancy's willingness to assist in discussions important to the Delta, such as changes to the water bond legislation. The Conservancy now is participating in the Conservancy Financial Information Network (CFIN) to track legislation. Conservancy staff and members of the Program and Policy Subcommittee will continue to periodically visit key legislators and their staffs throughout the fiscal year. EO-Table 8 lists the planning steps for this task; funding needs are \$4,800 annually for CFIN. Existing staffing and consultant resources are sufficient for this task.

Connection to the Conservancy Strategic Plan: This project meets Strategy 6.1 to establish funding from multiple, diverse state and federal government sources.

EO-Table 8: Legislative Outreach

Project Element (Planning Steps)	Timeline
Continue to meet with legislators and respond to legislators' requests	FY 13-14 and beyond
Develop a more active legislative tracking (CFIN) and reporting system for the Conservancy and the Board	FY 13-14 and beyond
Funding Needs: \$5,000 for CFIN annually	
<i>FY 13-14 Implementation: Continue to meet with legislators and their staffs to discuss issues relevant to the Conservancy. Performance Measures: maintain list of legislators visited and topic discussed and provide to the Board on a semi-annual basis.</i>	

Communication Strategy

Project Description: The Conservancy is revising its Communication Strategy, beginning with the redesign of its website to conform to the new State template. This website redesign will also allow Conservancy staff to have direct content management of the website, rather than going through the DSC to post. DSC will still manage the technical aspects of the website. The Conservancy also has a Facebook page and a YouTube account. The website redesign was delayed because of unavoidable staffing issues, and is anticipated to be completed by the end of 2013. The Conservancy is investigating establishing a Twitter account, and subscribing to a social media management program. A social media management program allows staff to upload Twitter posts at the same time, and the management program releases the posts at appointed times. Revising the Conservancy's Communication Strategy includes developing a media policy to conform to State standards and establishing an emergency communications plan. EO-Table 9 lists the planning steps; funding needs include up to \$5,000 for specific computer program and a one-time equipment cost of \$250. Existing staffing resources are sufficient for the task.

Connection to the Conservancy Strategic Plan: This project meets Objective 4.2 to create an open repository for information and analysis pertinent to the Conservancy's mission; Objective 5.3 to establish through actions a "Delta Conservancy" way of doing business, including the use of performance measures; and Objective 6.1 to establish funding from multiple, diverse state and federal government sources.

EO-Table 9: Communication Strategy

Project Element (Planning Steps)	Timeline
Complete website redesign with staff responsible for content management	FY 13-14
Complete revised Communications Strategy	FY 13-14 and beyond
Establish a Twitter account	FY 13-14 and beyond
Subscribe to a social media management dashboard program	FY 13-14 and beyond
Create multi-media resources highlighting the Conservancy and the Delta	FY 14-15 and beyond
Funding Needs: \$5,000 for social media management dashboard program; approximately \$250 one-time expenses for additional electronic equipment to create multi-media resources	
<i>FY 13-14 Implementation: Complete website redesign, establish Twitter account, research and subscribe, if fiscally feasible, to a social media management program, and begin creating multi-media video and sound bites highlighting the Conservancy and Delta.</i>	
<i>Performance Measures: completed website transfer to staff content management; established and using Twitter account; and contracted for social media management program, if fiscally feasible.</i>	

Emerging Projects

Mercury Exposure Reduction Program

Project Description. The Mercury Exposure Reduction Program (MERP) is a collaborative effort among federal and state agencies, agricultural and local community groups, and others to conduct activities to address the health risks to consumers of Delta fish. MERP activities benefit those that eat Delta fish in excess of fish consumption advisory levels or members of sensitive groups, including pregnant, nursing women and children. Due to high levels of mercury that are prevalent in the Delta region, this region is considered the area of highest concern by the State Water Resources Control Board in 2011. Low-income and minority populations in the Delta are disproportionately affected because they rely more heavily on subsistence fishing and are less aware of the health risks associated with consuming contaminated fish. The Conservancy's role in this project is to assist with project management and project implementation in the Delta. The Conservancy will submit a letter of inquiry for a \$176,000 grant from the California Wellness Foundation to cover funding to launch an education and awareness campaign on the health risks associated with consuming Delta fish contaminated with high levels of mercury.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy and Strategy 5.3 to establish through actions a "Delta Conservancy" way of doing business, including the use of performance measures.

EO-Table 10: Mercury Exposure Reduction Program

Project Element (Planning Steps)	Timeline
Submit Letter of Intent, and if invited, a full grant application	FY 13-14 and beyond
Design and produce outreach materials	FY 13-14 and beyond
Funding Needs: \$176,000 in grant funding	
<i>FY 13-14 Implementation: Complete and submit grant application; develop and produce outreach materials. Performance Measures: Completed grant application; submitted grant application; completed and distributed outreach materials.</i>	

Delta Watershed Initiative Network (Delta WIN)

Project Description. The Delta Watershed Initiative Network (WIN) is a partnership with a broad range of community groups sharing an interest in protecting and restoring the watershed health of the Delta. The network is a community-based, voluntary initiative that connects people, resources, organizations, and programs. Delta WIN objectives are to protect water quality and sustain the ecological benefits of watersheds. Delta WIN will do this through facilitating a regional network of locally initiated projects. The Delta WIN collaborative strategy is based on the premise that many water quality problems have multiple sources and these problems are best addressed using an integrated and coordinated approach at the watershed level.

Connection to the Conservancy Strategic Plan: This project meets Objective 1.3 to aid in protecting and improving water quality to protect the Delta ecosystem and economy and Strategy 5.3 to establish through actions a "Delta Conservancy" way of doing business.

EO-Table 10: Mercury Exposure Reduction Program

Project Element (Planning Steps)	Timeline
Begin developing partnerships and cataloging applicable projects	FY 13-14 and beyond
Funding Needs: Existing staff resources are sufficient for this project	
<i>FY 13-14 Implementation: Complete a list of potential partners and begin contacting them; develop a catalogue of water quality monitoring data affiliated with specific sites; develop and produce outreach materials. Performance measures: Completed list of potential partners; establish partnerships with at least three entities; develop a Delta WIN brochure.</i>	

Appendix A: Conservancy Goals and Objectives in this Report

The Appendix A and Table A-1 list the Conservancy's Strategic Plan goals and objectives mentioned in this report. Not all of the Strategic Plan goals and objectives are mentioned; therefore, not all are listed in these tables. For a complete list of the Strategic Plan goals and objectives, please see the Conservancy's website at

http://www.deltaconservancy.ca.gov/docs/meeting_materials/june_2012/Delta_Conservancy_Strategic_Plan_Designed_20June2012.pdf

Conservancy Strategic Plan Goal, Objective
Establish the Conservancy as a valuable partner with Delta growers, agriculture-related businesses, and residents in protecting and enhancing the Delta's agricultural and working landscapes and sense of place
Objective 1.1: Collaborate with others to develop educational materials, promotional materials and visual representations of the Delta that enhance and communicate a sense of place and promote Delta products
Objective 1.2: Assist in enhancing Delta agriculture
Objective 1.3: Aid in protecting and improving water quality to protect the Delta ecosystem and economy
Objective 1.4: Support implementation of plans and programs of federal, state, and local agencies to provide flood resilience from subsidence and catastrophic events in coordination with the Delta Protection Commission and the Department of Water Resources
Objective 1.5: Promote integration of Delta agriculture with other elements of the Conservancy's mission
Lead economic enhancement activities that support the Delta ecosystem and economy
Objective 2.1: Develop economic enhancement proposals and projects in collaboration with existing governmental and non-governmental entities, residents and private enterprises
Objective 2.2: Investigate mechanisms for mitigating impacts to agriculture from projects that enhance recreation and tourism or habitat restoration
Lead efforts in protecting, enhancing, and restoring the Delta ecosystem in coordination with other governmental and non-governmental entities and citizens in the Delta
Objective 3.1: Identify restoration priorities in collaboration with existing federal, state, regional and local governmental and non-governmental entities engaged in Delta restoration
Objective 3.2: Lead Delta ecosystem restoration activities consistent with Conservancy authorities, the Delta Plan, and other regional plans and guidance, through a voluntary Delta Restoration Network, and based on adaptive management
Objective 3.3 Identify appropriate and feasible opportunities for direct Conservancy sponsorship of, or participation in, ecosystem restoration projects
Objective 3.6: Provide incentives and acknowledgement to private landowners who maintain and create wildlife habitat on private lands
Objective 3.7: Implement restoration projects that provide compatible economic use for landowners or adjacent businesses
Establish the Conservancy as a leader in gathering and communicating scientific and practical information about the Delta ecosystem and economy
Objective 4.1: Gather and communicate additional technical expertise on matters relevant to the Conservancy's mission
Objective 4.2: Create an open repository for information and analysis pertinent to the Conservancy's mission
Objective 4.4: Promote shared understanding of key issues related to agriculture, the Delta economy, and restoration based on accurate information
Create an effective organization based on principles of community service, collaboration, coordination, appropriate transparency, and efficient use of resources to fulfill the Conservancy's mission and deliver its programs
Objective 5.3: Establish through actions a "Delta Conservancy" way of doing business, including the use of performance measures
Establish a stable, diversified, and self-sustaining funding base for the Conservancy
Objective 6.1: Establish funding from multiple, diverse state and federal government sources

Table A-1. Conservancy Goals and Objectives Addressed in This Report by Program and Project

Program/Project	Conservancy Goals and Objectives																
	1.1	1.2	1.3	1.4	1.5	2.1	2.2	3.1	3.2	3.5	3.6	3.7	4.1	4.2	4.4	5.3	6.1
Economic Development Program																	
Branding	X					X											
Assessing Tourism Impact							X										
Agri-tourism Support		X															
Farm-to-School		X															
Farmbudsman		x															
Agriculture Research and Infrastructure		X															
Farmbudsman		X															
Delta Trails	X					X											
McCormack-Williamson Recreation Plan						X				X		X					
Recreation Survey						X											
NHA	X																
Ecosystem Restoration Program																	
Climate Change				X	X												
Delta Restoration Network								X									
Habitat Restoration Project Database														X			
Arundo Control and Restoration Program									X								
Channel Margin Habitat Enhancement Program									X								
Habitat Enhancement of Working Landscapes											X	X					
Education and Outreach Program																	
Delta Dialogues													X		X		
Delta Waterways Cleanups			X														
Water Education Grant			X					X						X			
Community Training						X											
Education Materials Development			X					X									
Newsletter																X	
Community Outreach																X	
Legislative Outreach																	X
Communication Strategy														X		X	X
Mercury Exposure Reduction Program	X															X	

Appendix B: Delta Plan Policies and Recommendations in this Report

The Appendix B and Table B-1 list the Delta Plan’s policies and recommendations that are mentioned in this report. Not all of the Delta Plan policies and recommendations are mentioned; therefore, not all are listed in this table. For a complete list of the Delta Plan policies and recommendations, please see the Delta Stewardship Council’s webpage: http://deltacouncil.ca.gov/sites/default/files/documents/files/DeltaPlan_2013_CHAPTER_S_COMBINED.pdf

Delta Plan Policy, Recommendation
Designate the Delta as a Special Place and Maintain Delta Agriculture
DP P2: Respect Local Land Use When Siting Water or Flood Facilities or Restoring Habitats
DP R1: Designate the Delta as a National Heritage Area
DP R5: Provide Adequate Infrastructure
DP R 7: Subsidence Reduction and Reversal
DP R8: Promote Value-added Crop Processing
DP R9: Encourage Agri-tourism
DP R10: Encourage Wildlife-friendly Agriculture
DP R11: Provide New and Protect Existing Recreation Opportunities
DP R12: Encourage Partnerships to Support Recreation and Tourism
DP R13: Expand State Recreation Areas
DP R14: Enhance Nature-based Recreation
DP R16: Encourage Recreation on Public Lands
DP R17: Enhance Opportunities for Visitor-serving Businesses
ER P2: Restore Habitats at Appropriate Elevations
ER P3: Protect Opportunities to Restore Habitat
ER P4: Expand Floodplains and Riparian Habitats in Levee Projects
ER R2: Prioritize and Implement Projects that Restore Delta Habitat
ER R3: Complete and Implement Delta Conservancy Strategic Plan regarding ecosystem restoration efforts
ER R7: Prioritize and Implement Actions to Control Nonnative Invasive Species
WR P1: Reduce Reliance on the Delta through Improved Regional Water Self-Reliance
WR R12: Complete Bay Delta Conservation Plan

Table B-1. Delta Plan Policy and Recommendations Addressed in This Report by Program and Project

Program/Project	Delta Plan Policies and Recommendations																					
	DP P2	DP R1	DP R5	DP R7	DP R8	DP R9	DP R10	DP R11	DP R12	DP R13	DP R14	DP R16	DP R17	ER P2	ER R2	ER R3	ER P3	ER R7	ER P4	ER P5	WR P1	WR R12
Economic Development Program																						
Branding					X								X									
Assessing Tourism Impact						X		X	X	X	X	X										
Agri-tourism Support						X																
Farm-to-School						X																
Agriculture Research and Infrastructure			X		X																	
Farmbudsman					X	X	X															
Delta Trails								X	X	X	X	X										
McCormack-Williamson Recreation Plan								X	X	X	X	X										
Recreation Survey								X	X	X	X	X										
NHA		X																				
Environmental Restoration Program																						
Climate Change				X										X			X		X	X		
Delta Restoration Network														X	X	X						
Habitat Restoration Project Database														X								
Arundo Control and Restoration Program				X										X	X	X		X				
Channel Margin Habitat Enhancement Program														X								
Habitat Enhancement of Working Landscapes				X											X							
Education and Outreach Program																						
Delta Dialogues	X																				X	X
Delta Waterways Cleanups																						
Water Education Grant																						
Community Training									X													
Education Materials Development																						
Newsletter																						
Community Outreach																						
Legislative Outreach																						
Communication Strategy																						
Mercury Exposure Reduction Program																						

